

NEW CIGARETTE PROGRAM REQUIREMENTS

1. Sun Company Overhead Cigarette Merchandiser with NO cigarette company advertising.
2. Marlboro door decals on the front entrance.
3. No permanent exterior signage except the Cimarron curb sign.
4. Value Brands Floor Merchandiser (Cimarron, Doral, Basic, etc.) in prominent end cap location. Exception--where the Value Brand Floor Merchandiser cannot be utilized, back counter displays of Cimarron, Doral and Basic may be used.
5. Two sales counter displays for Philip Morris and R.J. Reynolds premium brands (total four displays).
6. Philip Morris promotional display. The top two shelves will only be utilized for Philip Morris promotions. *The lower two shelves will be utilized for R.J. Reynolds promotions. This is a key requirement. NOTE: In smaller stores where this promotional display cannot be placed in a prominent location, a Marlboro single-wide shopping basket display unit may be substituted. Promotions will then be placed in temporary in and out displays.*
7. The Philip Morris and R.J. Reynolds cigarette displays will be the only permanent cigarette displays utilized. Temporary promotional displays from other companies may be utilized as long as the plan-o-grams for Philip Morris and R. J. Reynolds are maintained.
8. Plan-o-gram positioning of displays must be maintained.
9. Permanent cigarette displays must be merchandised with the required products.
10. Cimarron will remain the lowest non-promotional priced cigarette.

*******FAILURE TO MEET THESE REQUIREMENTS MAY SUBSTANTIALLY REDUCE OR FULLY DISQUALIFY RETAIL DISPLAY ALLOWANCES TO A STORE. CONTRACTUAL COMPLIANCE IS DETERMINED BY EACH OF THE CIGARETTE COMPANIES' SALES PERSONNEL.**

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CIGARETTE DISPLAY ORDER

IMPORTANT

It is our intent to utilize wherever possible the Value Brand Floor Merchandiser, and the Promotional Merchandiser. The Value Brand Merchandiser will be the first priority.

We recognize that some smaller stores or security stores may not be able to utilize the Promotional Merchandiser in a prominent self-serve sales area location. In these locations, the Promotional Merchandiser may be located behind the sales counter/BR package. For locations which cannot utilize the Promotional Merchandiser, you may substitute the Marlboro Single Shopping Basket Display (44"H x 19"W x 13-3/4"D) to comply with the program. If the Floor Merchandiser is **NOT** utilized, the Shopping Basket Display **MUST** be utilized for program compliance.

Please check the box on this form to order the proper Display Configuration for your store.

CONFIGURATION "A"

4 Full Price Displays
1 Value Brand Floor Merchandiser (35" x 54" x 13")
1 Promotional Merchandiser (26-1/2" x 56 x 16-1/2")
Utilized with Plan-o-Grams 1, 2, 4, 5)

CONFIGURATION "B"

4 Full Price Displays
No Value Brand Floor Merchandiser
1 Cimarron Back Sales Counter Display
1 Doral Back Sales Counter Display
1 Basic Back Sales Counter Display
1 Promotional Merchandiser
(Utilized with Plan-o-grams 3, 6, 7)

CONFIGURATION "OTHER"

Requires visit by RJR and PM Sales Representative to determine requirements.

If your store cannot accommodate the Promotional Display, please check next to the basket display)

Marlboro Basket Display

Date: _____

Franchisee Name: _____

Store No. _____

Sales Rep. Name: _____

Address: _____

NEW CIGARETTE PROGRAM

ROLLOUT CHECKLIST

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- * Review Sell Kit and explain the New Cigarette Program to Co-op Managers and Franchisees.**
- * Review fixture placement with Co-op Managers and Franchisees.**
- * Complete the Display Order and fax to Marketing.**
- * Deliver overhead pack merchandiser inserts and ensure they are installed.**
- * Discontinue all permanent cigarette displays other than Philip Morris and R.J. Reynolds in all Co-ops. Advise Franchisees of this requirement.**
- * Complete Implementation Checklist and fax to Marketing.**
- * After rollout, monitor program compliance.**

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 215-246-8598**

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